



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 193994
Schedule Dates 08/20/12-08/23/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est. 1621 OFA Add to Sked A 8/17-8/23 (71028)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/8/17-8/23/1621 Add to Sked A
Account Types Local/Political Candidate Agency/
Billing Type Calendar
Comments

Date Entered 08/17/12
Last Modified 08/17/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,235.00
Net Total \$29,665.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Aug. 2012 18 \$34,900.00
Grand Total: 18 \$34,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/20/12-08/23/12	4	:30	9A- LIVE!	2	X	X	X	X				2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		8/17/12
2.0	Normal Line / SPOT	08/20/12-08/23/12	4	:30	10A- RACHAEL RAY	2	X	X	X	X				2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/17/12
3.0	Normal Line / SPOT	08/20/12-08/23/12	4	:30	10:58A- ABC-THE VIEW	2	X	X	X	X				2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/17/12
4.0	Normal Line / SPOT	08/20/12-08/23/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA	5	X	X	X	X				5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/17/12
5.0	Normal Line / SPOT	08/20/12-08/23/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2	X	X	X	X				2	\$1,500.00	\$3,200.00	WJLA Arlington (WJLA)		8/17/12
6.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	10:01P- ABC-THE GLASS HOUSE	1								1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/17/12
7.0	Normal Line / SPOT	08/21/12-08/23/12	4	:30	7:57P- ABC-THE MIDDLE			1						1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/17/12
8.0	Normal Line / SPOT	08/21/12-08/23/12	4	:30	10P- ABC-NY MED			1						1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		8/17/12
9.0	Normal Line / NFL Football	08/23/12-08/23/12	4	:30	6:58P- SPORTS-BALTIMORE RAVENS PRE-GAME				1					1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/17/12
10.0	Normal Line / NFL Football	08/23/12-08/23/12	4	:30	7:28P- SPORTS-BALTIMORE RAVENS FOOTBALL GAME				1					1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

New Order

Media: TV	Market: Washington, DC	Vendor: WJLA-TV	Billing To: GMMB
Client: Obama for America	Demo: Adults 35+		1010 Wisconsin Avenue, NW, #800
Product: Candidate Orders	Separation: 30	AE: Susan Petro	Washington, DC 20007
Estimate: 1621	Flight Start: 8/17/12	Phone: 202-572-2852	
Description: OFA Add to Sked A 8/17-8/23	Flight End: 8/23/12	Fax: 202-338-2334	
Version: 1	Survey:		

Comments:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/17	Total Spots	Adults 35+ RTG	CPP
1	F,MTuWTh 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00	C 30	✓ 2	2		
2	F,MTuWTh 10:00A-11:00A (RACHEL RAY)	DT	\$500.00	C 30	✓ 2	2		
3	F,MTuWTh 11:00A-12:00P (THE VIEW)	DT	\$1,000.00	C 30	✓ 2	2		
4	F,MTuWTh 7:00A-9:00A (GMA 7A-9A)	EM	\$1,000.00	C 30	✓ 5	5		
5	F,MTuWTh 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00	C 30	✓ 2	2		
6	M 10:00P-11:00P (GLASS HOUSE)	PT	\$4,000.00	C 30	✓ 1	1		
7	Tu 8:00P-9:00P (MIDDLE/LAST MAN)	PT	\$3,000.00	C 30	✓ 1	1		
8	Tu 10:00P-11:00P (NY MED)	PT	\$3,500.00	C 30	✓ 1	1		
9	Th 7:00P-7:30P (BALTIMORE RAVENS)	S	\$6,000.00	C 30	✓ 1	1		
10	Th 7:30P-10:30P (PRESEASON NFL)	S	\$6,000.00	C 30	✓ 1	1		
Total Spots:					18	18	0.0	
Total GRP/GIMP(000):					0.0			

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots	Total Gross CPP:	Total Net CPP:
8/2012	\$34,900.00 - 18	\$0.00 - 0	\$34,900.00 - 18	\$0.00	\$0.00
Total Gross Cost:				\$34,900.00	
Total Net Cost:				\$29,665.00	